

Whitestown Parks Department



Corporate Partnership Opportunities



About us:

MISSION STATEMENT

"Whitestown Parks and Recreation is dedicated to connecting parks and people, by providing environmentally friendly outdoor recreation opportunities for citizens of Whitestown and surrounding communities. We strive to build a greener, healthier community for the children of tomorrow."

VISION STATEMENT

"Whitestown is flourishing toward a high quality of life through our many parks and recreational activities. Service like these, provide base for the community's physical, mental, and environmental well-being."

COMPANY HISTORY

Whitestown Parks and Recreation Department hired their first employee in 2014 and has since flourished into a seven person team. This team has established many community partners and created annual, large scale events.

EXECUTIVE STAFF

Nathan Messer Savannah Solgere Savanna Haydon Courtney Johnson

Parks Director Operations Manager Operations Assistant Events Coordinator

/HITESTOWN PARKS

Why us?

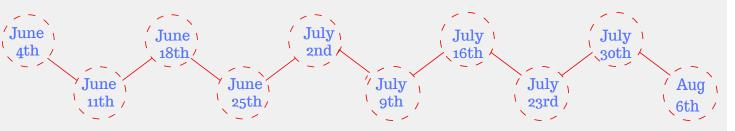
Your community partnership with Whitestown Parks and Recreation Department is a commitment to the community and surrounding areas for our town. Your support helps us expand and spread awareness about our parks, events, and activities, as well as your business or organization.

Partnering with our events is a strategy that is gaining popularity in our expanding town. This allows us to take your brand and increase the traction your business/organization is receiving. We will promote your brand and engage the audience before, during, and after the event. This will enable the community to see your brand as a positive image because you are attaching your brand to worthy causes and high-end events.



Recreation on Wheels

Partnership opportunities are now available for the 2020 Recreation on Wheels Program. This program provides toys and games for kids of all ages. We hold activities during the cold months and school breaks in the gymnasium at the Whitestown Municipal Complex. There are a total of 10 guaranteed this year from 5:00 P.M.- 8:00 P.M. There will be opportunities for more activities in the spring and summer months.



SPONSOR

PLAYTIME SPONSOR FRIENDLY SPONSOR

Verbal Acknowledgement of sponsorship by staff at the event.



TITLE





Social Media mentions.







Logo on Recreation on Wheels tshirt given to kids who come to three or more.







Logo on event signage and punch cards.





Logo on specific marketing material and all materials produced by us.





Logo will be on the Recreation and Wheels Mobile and listed as the Title Sponsor on all platforms.



TITLE SPONSOR \$1,000.00 (1 Sponsorship Opportunity) PLAYTIME SPONSOR \$500.00

(2 Sponsorship Opportunities)

FRIENDLY SPONSOR

\$200.00

(5 Sponsorship Opportunities)



Whitestown DIY Expo

Partnership opportunities are now available for the 2020 Whitestown DIY Expo on March 21st. Businesses will set up in the Whitestown Municipal Complex Gymnasium to educate the public on many DIY tasks such as changing your own tire or oil, composting, mowing your yard, changing your weed eater line, etc. Presentations can also be given in the Public Hall. This event is free to the public.

Sponsor Benefits	TITLE FRIENDLY SPONSOR SPONSOR	
Logo on the screen in the gym for the entire event.	\bigcirc	\bigcirc
Social Media mentions.	5	2
Logo on all event specific marketing material.	\bigcirc	\bigcirc
Booth space available at the event. (No sales)	\bigcirc	\bigcirc
Logo on all event signage.	\bigcirc	
Listed as a Title Sponsor on all event specific marketing material.	\bigcirc	
Presentation time available in Public Hall.	\bigcirc	

TITLE SPONSOR

\$1,000.00

(1 Sponsorship Opportunity)

FRIENDLY SPONSOR

\$250.00

(5 Sponsorship Opportunities)

VHITESTOWN PARKS

Easter Egg Hunt

Partnership opportunities are now available for the 2020 Easter Egg Hunt. We will be partnering with the Sunshine Social Club for this annual event on April 11th. The egg hunt is followed by brunch with the Easter Bunny.

Sponsor Benefits	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo on marketing material at the event.	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Banner provided by us for the event. (Each Sponsor level will be different sizes.)	\bigcirc	\bigcirc	\bigcirc	
Allowed to set up marketing table at event. (No hard sales.)	\bigcirc	\bigcirc		
Listed as the Title Sponsor on all event materials.	\bigcirc			

TITLE SPONSOR \$1,500.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

VHITES

TOWN PARKS

RECREATION

\$1,000.00

(2 Sponsorship Opportunities)

\$500.00

(3 Sponsorship Opportunities)

BRONZE SPONSOR \$100.00

(5 Sponsorship Opportunities)

2020 Viking Fest

Sponsorship opportunities are now available for the 2020 Viking Fest. We are expecting over 10,000 people at this event in 2020. From April 17th-19th attendees will experience the Viking Way. There will be a variety of vendors that are selling unique items, as well as reenactments, Viking Village, music, and Viking era food.

Sponsor Benefits

SPONSOR SPONSOR

TITLE PRESENTING KIDS' FORT SPONSOR

EVENT SUPPORTING SPONSOR SPONSOR

Business name announced by MC throughout the event.











Social Media mentions.











Logo on all event specific marketing





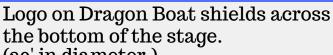




Logo on sign at Kids' Fort as well as listed as offical sponsor for the fort.







the bottom of the stage. (30' in diameter.)





Logo on stage banners 'C'.

(Three logos on banner.)

material.



Logo on stage banners 'B' and volunteer shirts.

Logo on stage banner 'A' and volunteer shirts.



Listed as a Title Sponsor on all event specific marketing material.



TITLE **SPONSOR** \$10,000.00

(1 Sponsorship **Opportunity**) **SOLD OUT**

PRESENTING SPONSOR

\$5,000.00

(1 Sponsorship **Opportunity)**

KIDS' FORT **SPONSOR**

\$2,500.00

(1 Sponsorship **Opportunity**)

EVENT **SPONSOR**

\$1,500.00

(3 Sponsorship **Opportunities**)

SUPPORTING SPONSOR \$750.00

(6 Sponsorship **Opportunities**)

VHITES

Summer Concert Series

Partnership opportunities are now available for the 2020 Summer Concert Series. Occurring every Friday from June 5th to Aug 14th, excluding July 3rd for the Independence Day Celebration. The concerts are free to attendees and they will enjoy music on our mobile stage at the municipal complex.

Sponsor Benefits

PRESENTING EVENT TITLE SPONSOR **SPONSOR**

BOOTH SPONSOR SPONSOR

Logo on all marketing material.

Able to set up a promotional booth







ALL

at Friday night concerts.









PARKS

RECREATION

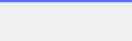
Logo on all event signage.

Social Media Mentions.





Logo on stage banners 'D".



Logo on stage banners 'B' or 'C'.



Logo on stage banner 'A'.



Concerts will be referred to as the "XXX Summer Concert Series"



TITLE SPONSOR

\$10,000.00

(1 Sponsorship Opportunity)

PRESENTING SPONSOR

\$5,000.00

(2 Sponsorship Opportunities)

EVENT SPONSOR

\$2.500.00

(4 Sponsorship Opportunities)

BOOTH SPONSOR

\$500.00

(Limted Opportunities)

Family Movie Nights

Partnership opportunities are now available for the 2020 Family Movie Nights. These events will take place the second Saturday of each month. (3rd Saturday in September). They will start in April and end in November, and are free to the public! A movie related activity is held prior to each movie!

TITLE SPONSOR.

GOLD **SPONSOR**

SILVER BRONZE SPONSOR SPONSOR

Logo rotating on screen before the showing of each movie.







Can set up promotional booth or table at movie nights. (No hard sales.)









TOWN PARKS

CREATION

Logo on all event specific marketing material.





Listed as the Title Sponsor on all event materials, and while rotating on screen.



TITLE SPONSOR

\$1,500.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

\$750.00

(2 Sponsorship Opportunities)

SILVER SPONSOR \$500.00

(3 Sponsorship Opportunities)

BRONZE SPONSOR \$250.00

(5 Sponsorship Opportunities)

Farmers Market

Sponsorship opportunities are now available for the 2020 Farmers Market. The markets will take place at Main Street Park every Thursday night from 5:00 P.M. until 8:00 P.M. starting June 4th and ending September 24th. There will be activities to go along with the themes of a market or there will be live music.

Sponsor Benefits title gold silver bronze friendly sponsor sponsor sponsor sponsor

12 x 12 space available for marketing tent at markets.











Logo on reusable tote bags handed out at every market.







Logo on all event specific marketing materials.





"Presented by XXXX" on all event specific marketing materials.



"Presented by XXXX" on signage at the market location.



TITLE SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

GOLD SPONSOR **\$2,000.00**

(2 Sponsorship Opportunities)

SILVER SPONSOR

\$1,000.00

(3 Sponsorship Opportunities) **BRONZE SPONSOR**

\$500.00

(5 Sponsorship Opportunities)

FRIENDLY SPONSOR

\$250.00

(Unlimited Opportunities)

VHITESTOWN PARKS

Independence Day Celebration

Partnership opportunities are now available for the 2020 Independence Day Celebration on July 3rd at Eagle Church. We are proud to put on one of the best firework displays in Indiana. We have a fun kids area with inflatables. There will be food vendors and live entertainment on our mobile stage.

Sponsor Benefits title gold silver bronze friendly sponsor sponsor sponsor sponsor

Logo on 5x3 banner at event.





TOWN PARKS

Space for a 12x12 marketing tent at event.









(No hard sales.)

Logo on all event specific marketing material.







Logo on stage banner 'D'.



Logo on stage banner 'B' or 'C'.



Logo on stage banner 'A'.



"Presented by XXXX" on all event specific marketing materials.



TITLE SPONSOR

\$6,000.00

(1 Sponsorship Opportunity)

GOLD SPONSOR **\$3,000.00**

(2 Sponsorship Opportunities)

\$1,500.00

(4 Sponsorship Opportunities)

BRONZE SPONSOR

\$500.00

(5 Sponsorship Opportunities)

FRIENDLY SPONSOR

\$250.00

(Unlimited Opportunities)

Boone County Flavor Fest

Partnership opportunities are now available for the 2020
Boone County Flavor Fest. We bring restaurants from right here in Boone County to the Whitestown Municipal Complex for a food and music festival for the community and for a food and music festival for the community and surrounding areas. This is a free, all ages welcome event!

Sponsor Benefits stage title gold silver bronzer sponsor sponsor sponsor sponsor Space for a 12x12 marketing booth at event. (No hard sales.) Logo on all event specific marketing material. Logo on stage banner 'D'. Logo on stage banner 'C'.

Logo on stage banner 'A'.

Logo on stage banner 'B'.

Logo on Kid Zone Banner.

"Presented by XXXX" on all event specific marketing materials.



TITLE SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

SILVER SPONSOR \$1,000.00 (4 Sponsorship Opportunities) **GOLD SPONSOR \$3,000.00**

(2 Sponsorship Opportunities)

BRONZE SPONSOR

\$500.00

(Limited Opportunities)

6th Annual Whitestown Brew Fest

WHITE

TOWN PARKS

Sponsorship opportunities are now available for the 2020 Brew Fest. In 2019 we had over 1,500 attendees come and enjoy the live music, home brew competition, and the Indiana brewing companies, wineries, and a cider company. Every year this event continues to grow and we have no doubt 2020 will be a great year!

Sponsor Benefits stage title gold silver sponsor sponsor sponsor BRONZE BOOTH SPONSOR SPONSOR Space for a 12x12 marketing booth at event. (No hard sales.) Social Media mentions. Community Partner Tickets and badges for the catered lounge. Logo on all event specific marketing materials. 5x3 Banner hung on fencing around fest. Logo on stage banner 'D'. Logo on stage banner 'C'. Logo on stage banner 'B'. Logo on stage banner 'A'. First 1,000 cups have logo on them. "Presented by XXX" on all social media and event specific marketing materials.

See next page for sponsorship prices and number of opportunities.

NHITESTOWN PARKS

CREATION

Brew Fest Continued

STAGE SPONSOR

\$10,000.00

(1 Sponsorship Opportunity)

TITLE SPONSOR

\$7,000.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

SILVER SPONSOR

\$2,000.00

(4 Sponsorship Opportunities)

BRONZE SPONSOR

\$1,000.00

(Limited Opportunities)

BOOTH SPONSOR

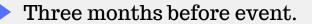
\$500.00

(Limited Opportunities)

Social Media Mentions

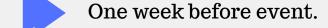




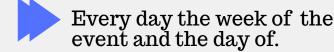








One month before event.



2020 See Ya Summer Weekend

Partnership opportunities are now available for the 2020 See Ya Summer Weekend! This package combines two of our most attended events that wrap up a jam packed summer! Boone County Flavor Fest and Whitestown Brew Fest will allow your business double the exposure with a discount for attending both events. If you are a food vendor you are required to attend both events.

Sponsor Benefits

GOLD SPONSOR

SILVER SPONSOR BRONZE SPONSOR

All benefits from Brew Fest and Flavor Fest under Gold Sponsor.



All benefits from Brew Fest and Flavor Fest under Silver Sponsor.



All benefits from Brew Fest and Flavor Fest under Bronze Sponsor.



GOLD SPONSOR

\$6,500.00

(1 Sponsorship Opportunity)

SAVINGS OF \$1,500.00

SILVER SPONSOR

\$2,500.00

(3 Sponsorship Opportunities)

SAVINGS OF \$500.00

\$1,250.00 (Limited Opportunities) SAVINGS OF \$250.00 CREATIO

Safe Trick-or-Treat & Halloween 5K

Partnership opportunities are now available for the 2020 Safe Trick-or-Treat and Halloween 5K. This event is held the Saturday before Halloween each year. Local businesses set up marketing booths in the Whitestown Municipal Complex Gymnasium to pass out treats to the kids. The Halloween 5K follows immediately after. There will be costume and door prizes at the event.

Sponsor Benefits title gold silver bronze friendly sponsor sponsor sponsor sponsor sponsor

Logo rotating on screen during safe trick-or-treating.











Business logo listed on all event specific marketing matierals.









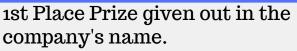


PARKS

3rd Place Prize given out in the company's name.



2nd Place Prize given out in the company's name.





Winner of the BIG PRIZE for the best family costume given out in company's name.



"Presented by XXXX" on all event specific marketing material.



TITLE SPONSOR \$1,500.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

\$1,000.00

(4 Sponsorship Opportunities)

SILVER SPONSOR \$550.00

(Limited Opportunities)

BRONZE SPONSOR

\$250.00

(Limited Opportunities) FRIENDLY SPONSOR

\$100.00

(Limited Opportunities)

Santa's Workshop

Sponsorship opportunities are now available for the 2020 Santa's Workshop. Santa will return to Whitestown for an afternoon of excitement preceding the Santa Parade. We will have a number of treats including: hot cocoa, cookies, candy, crafts, pictures with Santa, and live Reindeer.

Sponsor Benefits

NORTH POLE

REINDEER

CANDY BAR CRAFT ELF FRIENDLY SPONSOR SPONSOR SPONSOR SPONSOR

FRIENDLY

Logo rotating on screen during the workshop.













NHITESTOWN

PARKS

Business logo listed on all event specific marketing matierals.



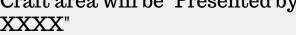








Craft area will be "Presented by





Candy bar area will be "Presented by XXXX"



Reindeer will be "Presented by XXXX"

Gifts from Santa "Courtesy of XXXX"



Listed as Title Sponsor on all event specific marketing material.



NORTH POLE **SPONSOR**

\$1,500.00

(1 Sponsorship Opportunity)

CRAFT SPONSOR

\$500.00

(Limited **Opportunities**)

REINDEER **SPONSOR**

\$1,000.00

(1 Sponsorship **Opportunity**)

ELF SPONSOR

\$200.00

Opportunities)

CANDY BAR SPONSOR \$700.00

(2 Sponsorship **Opportunities**)

FRIENDLY SPONSOR

\$100.00

Opportunities)

Friend of Whitestown Parks

This Partnership will allow businesses to be involved in multiple Whitestown Parks and Recreation events. Many local businesses take advantage of this due to the amount of people from, right here in town, that come to our different events. Below you will see the pricing of the partnerships, as well as the sizable discounts.









GOLD SPONSOR

\$2,850.00

SAVINGS OF \$1,900.00

SILVER SPONSOR

\$1,785.00

SAVINGS OF \$765.00

BRONZE SPONSOR

\$880.00

SAVINGS OF \$220.00

NHITESTOWN PARKS CREATION

Partnership Opportunities

Recreation on Wheels

Title \$1,000

Playtime \$500 Friendly \$200

Whitestown DIY Expo

Title \$1,000 Friendly \$250

Viking Fest

Title \$10,000

Presenting \$5,000

Kid Fort \$2,500 Event \$1,500

Supporting \$750

Summer Concert Series

Title \$10,000

Presenting \$5,000

Event \$2,500

Booth \$500

Easter Egg Hunt

Title \$1,500

Gold \$1,000

Silver \$500

Bronze \$100

Family Movie Nights

Title \$1,500

Gold \$750

Silver \$500

Bronze \$250

Farmers Market

Title \$5,000

Gold \$2,000

Silver \$1,000

Bronze \$500

Friendly \$250

Independence Day Celebration

Title \$6,000

Gold \$3,000 Silver \$1,500 Bronze \$500 Friendly \$250

Boone Flavor Fest

Title \$5,000

Gold \$3,000

Silver \$1,000

Bronze \$500

Whitestown Brew Fest

Stage \$10,000 Title \$7,000

Gold \$5,000 Silver \$2,000

Bronze \$1,000

Booth \$500

See Ya Summer Weekend!

Gold \$6,500

Silver \$2,500

Bronze \$1,250

Safe Trick-or-Treat & Halloween 5K

Title \$1,500

Gold \$1,000

Silver \$550

Bronze \$250

Friendly \$100

Santa's Workshop

North Pole \$1,500

Reindeer \$1,000

Candy Bar \$700

Craft \$500

Elf \$200

Friendly \$100

Friends of Whitestown Parks

Gold \$2,850

Silver \$1,785

Bronze \$880

NHITESTOWN PARKS EATION

General Information

Please contact Courtney Johnson at (317)800-1090 if you have any questions before submitting. Write company information as you would like it listed on marketing materials. Also, please email your logo to cjohnson@whitestown.in.gov

Company Name:
Contact Name:
Address:
City, State, Zip Code:
Phone:
Email:
Website:
Total Sponsorship: <u>\$</u>
Printed Name:
Signature:

Return the completed form and a check made out to "Town of Whitestown":

Courtney Johnson c/o Whitestown Parks 6210 Veterans Drive Whitestown, IN 46075



FOWN PARKS

CONTACT

Courtney Johnson 317-800-1090

cjohnson@whitestown.in.gov



Whitestown Parks and Recreation



whitestown_parks



WhitestownParks

www.whitestown.in.gov/parks